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How to... Marketing for Small Business

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Introduction

With the exponential growth of the popularity of the Web – the primary instrument using the Internet – an increasingly profitable activity began to be used by a growing number of companies: electronic advertising and marketing, instruments that offer tremendous opportunities at minimal cost .

With more than billion of users worldwide and a big growth rate in the number of users per month, marketing on the Internet is much easier than the traditional methods. Taking into account that a typical marketing campaign causes a response rate of at least 2%, theoretically gives a huge number of answers on the Internet.

Increasingly more businesses – from all sectors – are beginning to realize the enormous potential of the new medium of electronic communication, the Internet. To have access to an audience of several million of "fans" – and potential customers – the major television networks offer tens or hundreds of thousands of dollars for commercials 30 seconds to reach such audiences. Only giants like IBM, Coca Cola or Ford could afford million dollar advertising campaigns. But through the Internet, any company can ensure a continuous presence 24 hours a day, 365 days a year, for prices incomparably lower. In addition, this permanent presence, the company provides service support and continuous information quickly and effectively to customers.

Marketing or advertising?
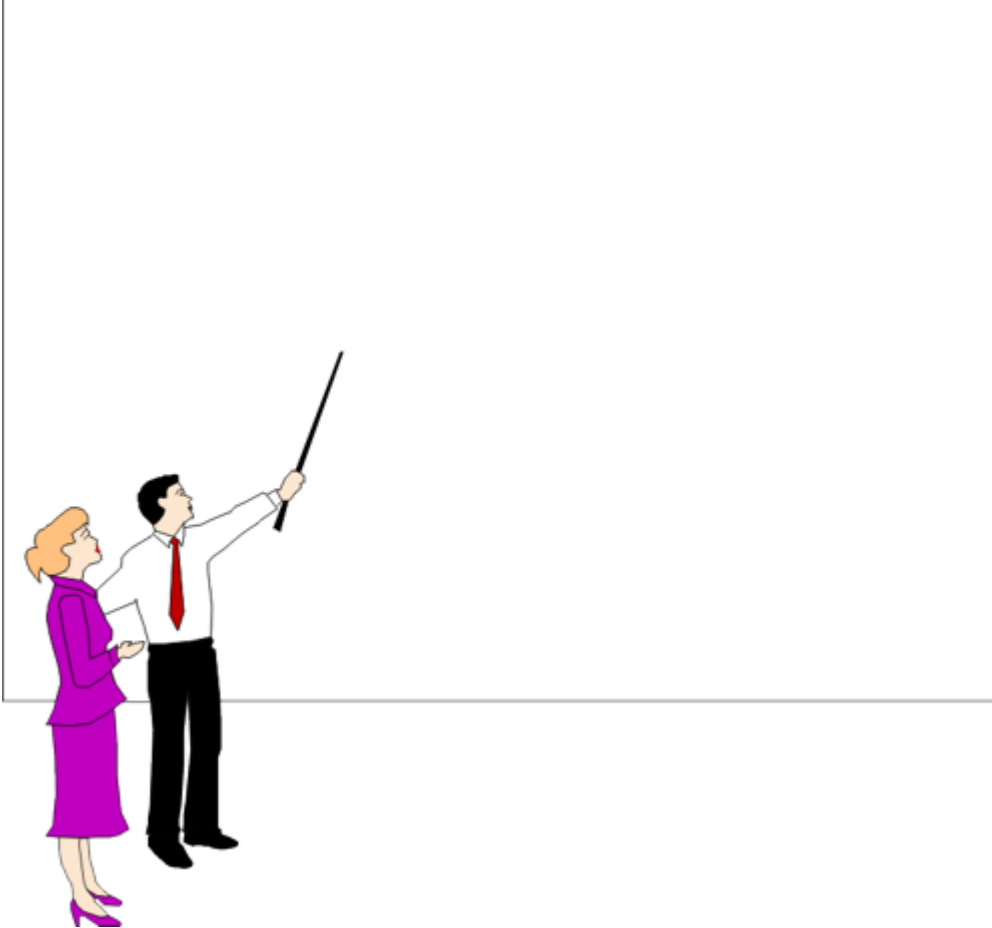
There is an essential difference between marketing and advertising concepts. There is no free Internet advertising. True, many sites (especially the most popular search engines) sell space in their pages which show firms commercials. But they can not compare with commercials on TV or radio. In fact, initial ethics even condemns the use of Internet for commercial messages. The primary purpose of the Internet is information sharing.

This is the main objective of Internet users … and this is the way in which you attract prospective customers. This exchange of information involves the following mechanism:

*** User needs, which will seek to inform the Internet the same way as looking for a TV program appropriate to their needs of the moment, looking from channel to channel to find a particular show that they keep their attention;

*** Your wish to be found, assuming a specific strategy;

*** Your offers of products, services and information that must match the user's needs for it to turn into customers.

The key to success in online promotion

A general finding that emerges from the experience of the companies already activating on Internet: to be successful in online market, this advertising must be taken into account, if not appreciated. Web population grows rapidly every month and the rate of increase in the number of available documents is even higher, making it impossible to " discover " an isolated page. A very big help is a link to the so-called " search engines " – indexes and huge database containing billions of URLs. These indexes, becoming

more and more comprehensive, include specialized categories, and there are indexes specifically dedicated to business .

Just like the websites, these indexes are divided into two categories: free and commercial. Usually, the basic rule is that non -profit pages (informational pages, resource lists , etc.) – and such websites – are included for free in general indexes, that uses "search bots" to automatically index largest possible number of sites. On the other hand, commercial resources – websites commercial enterprises – are generally listed in the commercial indexes that offer their services for not negligible payments.

Another method is the rental of advertising space on a popular website, with high traffic. As television networks charge proportional to the number of viewers of a program, so rates for a "banner" advertising – which points to the company's website that rent advertising – depend on the traffic on the site.

To be bound to such a service provides important visibility to commercial companies, without which their presence on the Web would remain ineffective. Unfortunately one or more connections are by no means sufficient . Extremely important emphasis should be placed on the construction and design of advertising pages, requiring much attention, good taste and style.

However, a great graphic design can not by itself to guarantee the success of a website. A good content associated with a good graphic design complement together, ensuring the success of a Web page.

Failures and solutions in web design
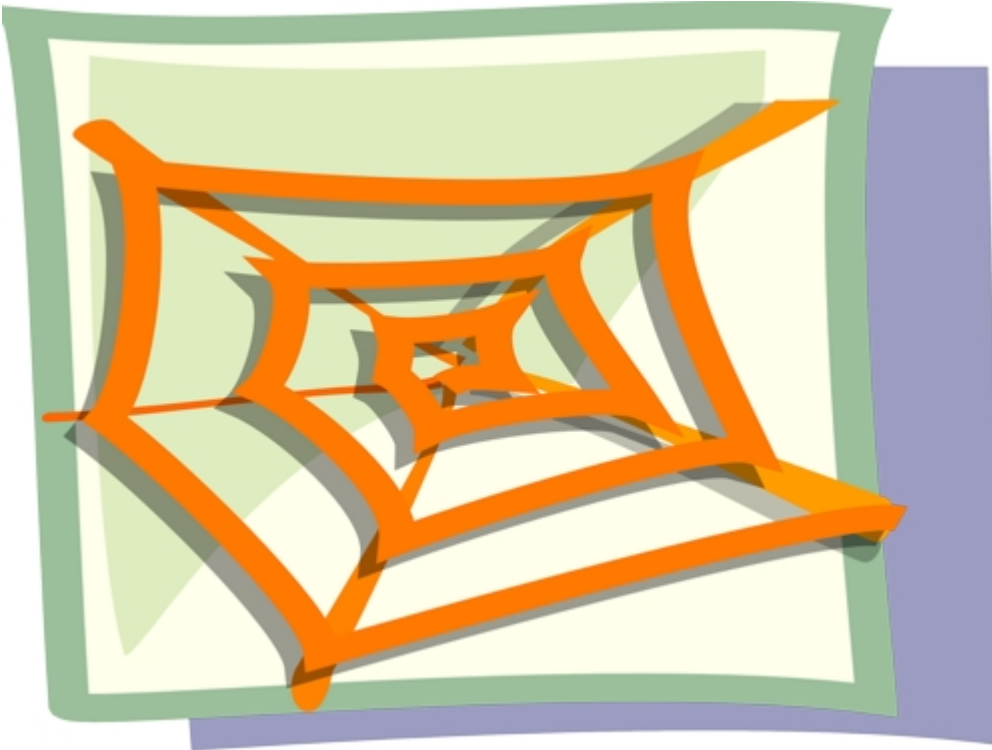
Signs of an unsuccessful site are clearly identified. Briefly, here are some characteristics of a doomed page: a page with a reasonable design (somewhere around the average), but the administrators have not tried to index the website at any major search engine or directory, or on no popular page with high traffic, so no one can visit it being unknown, hidden. They are the so-called "**invisible websites**."

Another category is the "**dead site**". It is a site remained unvisited for quite a while, which was not brought up to date regularly. On a site such thing never happens, no changes or additions.

Not far from such a site is a site where visitor sends an e-mail, hoping for a contact, an information, a help, but receives no response ("**stray site**"). It is obvious that such a move will lead visitors may not return soon.

Another danger is the use of huge graphs (complete pages whose textual content is displayed graphically, for example) that take too long to load ("**tree sites**"). Also there are "**ad-hoc sites**" that use

inadequate equipment with a very slow connection, it will be quickly ignored by visitors looking for more rapid and convenience information.

Solutions

A good solution to avoid such problems is, a link to a reasonable speed. What is considered reasonable vary from one site to another, and especially from one country to another.

Also, the reduction of (as much as possible) the size of the image. This involves a change of ratio between the image text size (if the image has also a textual content) and the physical size of the image, to prevent loss of readability. In the same vein, there are useful tools like gif tool – programs that allow "blending" (interlacing) GIF images. Thus, these images loads faster, since a weaker resolution for the visitor – although unable to see immediately all the details – to quickly make a general idea about the content of the image, and so may decide whether or not to continue charging the entire image.

Finally, another type of pages that "*does not work on sale*" are those that are maintained by a small team, with inadequate material resources, the group is not integrated into the environment and culture of the company, and therefore fails to transmit the same perception, image or message. This mini-team fails to work in cooperation with other marketing services of the company, does not follow the same directions, and the advertisement has suffered.

Content

Design and management of a successful website is therefore not a trivial task. It is rather an activity to be coordinated, which can become expensive both in time and money. However results may far outweigh the investment. Particular attention should be given to how to combine the content information with graphics, without leaving the one hand, to the extent possible, the technical content.

A large number of websites that have registered a strong success, however, have a modest and under-developed graphic and technical design, but brimming with informative, new, fresh and interesting content. Because the Internet key is: **content, content, content**.

The goal of web marketing

Once you have decided on the information and services that you offer on the Internet, you need to set some goals. These are:

- Promoting and maintaining company reputation
- Create a certain image of the company
- Generating traffic to direct sales
- Collection of database and e-mail lists and then used in the marketing process
- Directing certain trends
- Direct sale of goods and services.

The e-marketing concept

So, what is e-marketing? Electronic Marketing. Including all marketing methods that can be adapted to an on-line business. Such business will be promoted using specific means: e-mail, link exchange, contests, submission to search engines, use of an autoresponder, publishing a newsletter, participating in discussion groups, etc.. The beginning of any business is to set up a promotional plan. Here is a sample plan in 7 Steps to Success on the Internet:

1. Decide what you sell: products or services. The product of the future: information
2. How will you advertise? What words do you use in commercials? Free, how, you, money, secret.
3. Where will you advertise: electronic publications, web sites, off-line?
4. Do you use automation?
5. How will you create your own website?
6. How will you promote your site?
7. In what will you become an expert?

Why is the Internet likened to an iceberg? Because most of the information is hidden, only a small percentage of sites are cataloged by "search engines" as a study conducted by Dr. Steve Lawrence and Dr. C.Lee Giles for NEC Research Institute. Commercial sites are those that have invaded cyberspace, holding 83% of the page, followed by sites that have scientific and educational content.

What will be your place of business? The use of e-marketing will decide.

So what is marketing?

Marketing is absolutely every contact made in all your affairs, and relationships with potential buyers. Guerilla marketing (a marketing concept and very efficient fashion) sees marketing as a circle that begins with your ideas on getting here and continue with trying to attract a larger set of potential customers

Elements of a successful presence on the Internet

What are the defining elements of a successful Internet presence? And how much will it cost me? These are the most common questions for a beginner in the world of electronic marketing. Below you will find a small guide, accompanied by some price estimates.

Domain names

This means that your web address to be in the form www.nume.com. Of course, shorter the better, but try to be sure this name is something meaningful for your website. Try doing this name to sound distinctive and easy to remember. For example, our company chose the site name www.multimedia.com.ro, a characteristic of our presence on the Internet.

A domain name can be registered from an approved registrar. A list of these companies can be found with any search engine for the keywords " name + domain + registrar." The cost of such domain varies between 10 and $ 35 U.S. per year, according to the registrar,

the method of payment chosen, the number of years that is buying, etc..

For the costs of hosting you have several options. The choice depends on the size and content of the site. In some cases you can opt for free hosting, as long as you do not mind the host advertisements included in your page or absence of additional services. At the other extreme is the complete package including electronic commerce that can reach several hundred dollars per month. Otherwise, average service packages cost is between 10-50 $ per month to a good provider.

Design

First impressions matter more on the web than in other media. In real life, you can disclose in time the multifaceted character. You have small weaknesses offset by some qualities. A smile can also alleviate a difficult situation. On the Internet, once the visitor has left the site, you can not give her phone to convince him to give you a second chance.

It is not necessary nor recommended to use a lot of images, colorful and animated. Would you go to a job interview wearing a pair of orange shorts and wearing a Hawaiian shirt with 12 to 13 colors, and a neon lamp extinguished and lit just above your head, and all this while singing a song of the Madonna? Of course not! Then do not take this behavior for your website.

If you hire some professionals to draw the site, you expect a starting cost of about U.S. $5 to several hundred U.S. $ for a page. A complete website can cost minimum U.S. $100 , reaching U.S. $2,000, the cost depending on the complexity.

Promotion

We all know that millions of people even at the present moment browse the Internet. Many of them are just looking for the product that you sell. Opportunity exists. But … they will not come to visit your site if you do not call!

Advertise! Register to search engines, purchase or exchange advertising, start online and off-line promotions, offers visitors something of value, etc.

Commonly, search engines submission is free, but if you want to position yourself in the top 20 results for certain keywords, you will need to hire some professionals. That's because if you're listed as the 1,638 th site for the product you sell, you will not sell anything.

Visitors interest

Statistics have shown that most people need to see an ad on average 7 times before deciding to make a purchase. For this, you need visitors to return often to your website. You need to install some traffic generators for your website, for example, valuable information unavailable elsewhere, free offers, free software, free ads, free postcards etc.

The most useful way is to persuade visitors to subscribe to a newsletter published by you. This way, your editorials repeatedly will get in front of potential clients. Remember that publishing a newsletter is a service that you provide to visitors. You must give them a reason to subscribe and also a reason to stay subscribed below. One thing you must beware, do not send spam! The results can be disastrous.

For example, advertising in a publication with a small number of subscribers but with a specific theme, can cost very little.

The cost of implementing these traffic generators is reduced. In many cases, the only expense is the time. In others, you have to

think of additional income to cover costs, such as the sale of advertising in newsletter.

All these suggestions are very general. If indeed you have decided to develop a web site will have to do more detailed research before investing money. The most reasonable beginning is to make a visit to search engines and investigate the sites of several companies that have related fields.

Market research

Business Plan

A business plan is a formal document that describes a business and the environment in which it operates, its short-term and long ways objectives, and means of achieving this objective.

When you make a business plan answer some basic questions:

- What stage is your business now?
- In what way you want to evolve?
- How do you go from here?
- What will increase costs?
- How will you pay for it?

Audience

Visitors

One way to achieve user profile is to make a list of everything you know about interests, customs, way of life of persons potentially interested in your offer. It is possible that the information we collect this way is not complete and, during development of the site, to discover other useful things about your target audience. It is also possible that, after the implementation, you will find between site users a different category from those projected.

Key practices:

- Do not attempt too much precision to target a public category
- Ask them those whom you consider representative members of the target audience, what they think about the project, and, after the implementation, about the web site.
- Permanently gather as many information about the needs, interests and abilities of those who make up the target audience.

Size and structure of the market

Who are the Internet users? Surprising answer is: nobody knows exactly!

According to a study conducted by the International Forum for Management, 'typical' user of the Internet looks like this:

- It is man
- 31 years old
- Earn approx. 65.000 USD per year
- Graduated high school
- Has a professional or technical job.

There is also the following information about Internet user:

- Spend approximately 18 hours per month on the Internet
- Wants easier navigation, and more consistent and useful information
- Interested in browsing security and privacy
- The most important applications on the Internet are e-mail, social networks, chat (online discussion), and WWW.

For Internet marketing, although the lack of universal standards is an impediment, the explosive growth in the number of users and eliminating geographical boundaries are advantages that can not be neglected.

Internet as a medium of advertising is one of the most important methods for marketers.

Consumption research

Methods for the investigation of the needs

Internet grows daily. A growing number of users investigate the possibility to open a business on the Internet. Those with big budgets can afford thousands of dollars to buy information and do serious research before they launch into an online enterprise.

However, most small businesses do not have much money and most of all prefer to use free resources. If you are in this second category, here's what I suggest … You need a very popular product for a higher or lower segment of users. It's a choice very important to your business success. Start from personal experience. What you need and do not find on the Internet? There are definitely other users

looking for the same thing. The product should be easily accessible for consumers and has to be sold at a reasonable price (usually prices for products sold in a website are less than those sold in traditional stores). Anyway, not all the products can be sold over the Internet.

I'll give an example that is in my handy: an electronic book can be taken by a simple click, can be produced very easily (virtually no production costs if you use a free software), and therefore can be sold at a very low price (leave aside the situation where such books are free to promote other products or services).

Investigation of consumer behavior. Regaining lost customers.

- Something wrong was happening in their life or business (something that is not related to you) that caused temporary cease to deal with you, but intends to return.
- Have a problem or unsatisfactory experience with you that you may not have remembered, so they turned away.

- They can no more benefit in any products or services that you sell because their situation has changed.

In the first two cases you can not do anything, their return to the products or services depend entirely on them.

If a buyer or customer is in the latter case, it is clear that there is a certain degree of respect, kindness and connection from your company. You will better position if you simply contact him and express your sincere concern for his welfare. If he says that he can not use your product or service, ask them to recommend friends, family or associates who can benefit from your business.

This simple action to make contact with clients who have completed work and to require reference made several companies to increase the number of customers by 50% per month. Try to be aware of any changes that occurred in your client or buyer environment. If it's an improvement, you enjoy for them. Congratulate and celebrate with them. But if it's about a failure or a decline, manifest empathy. Try to manifest an emotional connection with them. This is the secret of good references.

At the end of the conversation ask them if you can ask them a favor, if it's time. Tell them that as long as customers or buyers were active, they were kind of clients / customers that you will like them. Tell them openly that you would like to have a hundred other buyers like them, then ask them if they have friends, relatives or neighbors who would like to, would appreciate or could benefit from the same level of your company's products, services and practices.

Tell them that you will be privileged and honored to accept and serve anyone who they can give as references. This process is definitely a success. Done properly, i.e. with sincerity and respect, can bring a large number of references.

Pricing Policy in Online Businesses

Starting a website costs. After the website was established objectives, the next step is to analyze costs. The difficulty is that prices vary substantially. It is a new technology, with many options available to the customer.

The main question that arises in this regard are:

1. Do I own my own server ? I need one?
2. How will my server connects to the internet?
3. Who will ensure the page design ?
4. Who will maintain the page, and what implies this process?
5. Do I want to accept online orders ?

6. Do I need or want to make my web interface with the help of existing databases, ordering systems or accounting systems ?

These simple questions are enough to see how large are your options. Some companies have spent millions in order to "develop" web pages, while others have consistent pages with minimal costs.

Next we address small businesses that want a website at minimal cost.

Web design

There are plenty of experts who can help you in the design of a web site. As the size and complexity of sites vary greatly, there are many individual users that decide not to use the consulting services. The design tools available to everyone, such as Adobe Dreamweaver, can achieve the design of a website in a few days of work. You must to avoid the temptation to load the design. Adding large graphics, animations and music, can be impressive for a designer, but most users do not need to sound technique and will not wait until sophisticated graphics will be loaded.

You may consider purchasing your own domain (www.yourcompany.com) if you decided regarding owning a website.

Of course, you have to find a local Internet provider to make arrangements to connect, and eventually hosting page or web server.

Attracting customers

There are an unmeasured number of information about the most effective methods to promote your web page. Suffice it to say that your page linking to several search engines is the least you can do. However, bear in mind that the Internet is an ever-changing environment and the promotion of your page should be an ongoing effort.

The shift from marketing to sales

At this point you have a website and a product list, if not their images. Your phone number is available so the site visitors can call and order one of the company's products. If the page was well done, some will call and you will have to honor the orders. But you can ease this process by offering consumers additional options to place on-line orders with a credit card or money order when they visit the website.

Merchant account

Merchant account is a term that refers to a banking relationship that allows a company to accept credit cards. It is true that most companies already have such accounts and certainly need the possibility of accepting orders on credit cards, but there are small companies that do not have yet such banking relationships. This is the first step to be made. There are many consultants who advertise on the Internet and who provides such services for early-stage companies. You may need to buy software and hardware products depending on the complexity of transactions that you want to execute.

To accept orders via credit cards, you need a "secure server", as security on the web is an issue that arouses concern. Much of this concern is caused by lack of information and the Internet continues to be a safe environment for commercial transactions. It is important to make sure that you follow existing conventions regarding Internet security, which involves using a "secure server" for transactions through credit cards.

Order form

Looks pretty simple, but can be a software issue rather complicated. You must manage to present all the products, prices and variants (sizes, colors, etc). Before requesting credit card information to you automatically have to get the order value, to add shipping costs and sales tax (where applicable), depending on the customer's address. The achievement of such performance involves more than some knowledge of HTML. You can buy software for such operations that try to integrate them into your page, or you can outsource this service outside the organization.

Online authorization

Also should be considered credit card authorization option when your client is connected. It is possible that this feature is absolutely necessary if you provide information or allow download the purchased software on your page if you really going to send the product might permit it to prove to be very useful. Unfortunately, the design for the possibility of allowing online is extremely complicated, so often the best solution is subcontracting.

Order tracking

You need an entire system to track orders. This may involve the announcement by e-mail, electronic receipts, online reports, database tracking, on-line internal search capabilities, etc. It's easy to overdo it in the purchase of such systems, and to spend a lot of money to integrate functions online orders with existing ones. We prefer to suggest that, at least initially, firms avoid highly sophisticated pages for online payment.

Technical challenges
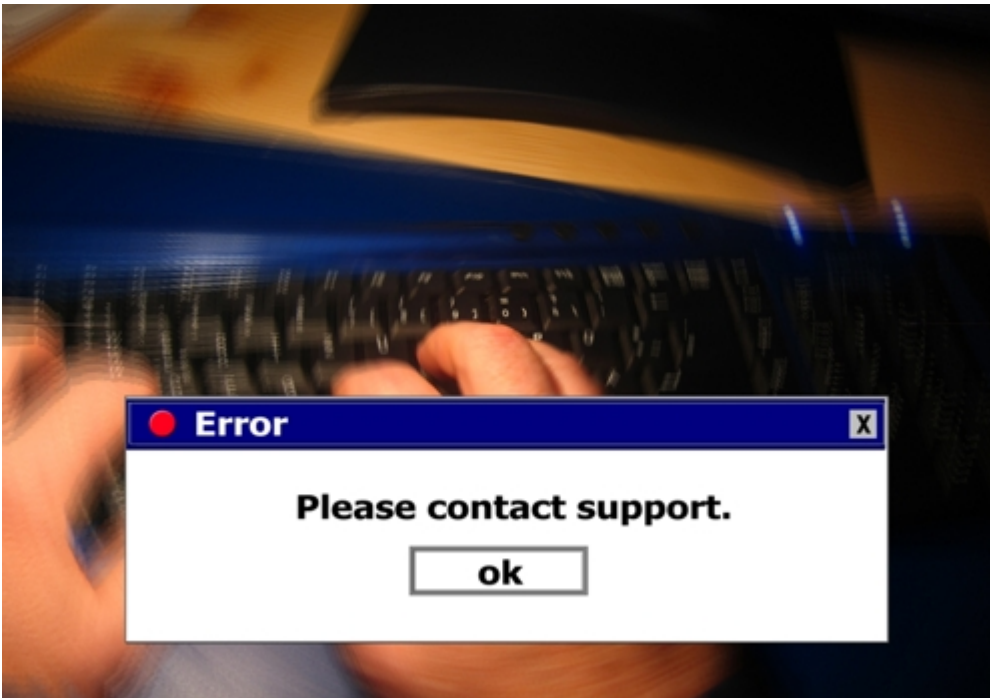
The publication of a simple web page might not be quite so simple if you want to be effective. A functional page that includes the possibility of on-line order requires expertise in many different areas.

In the event that certain pieces of the puzzle are not at your disposal within the company, there are a number of external consultants. Another alternative is the sub.

Subcontracting

Subcontracting is using the services of a third party, which offers those puzzle pieces that provide functionality to the transaction. In commerce, the most effective way you can achieve a goal is often contracted those portions you need and do not have the necessary expertise in-house. It will help you get started quickly and focus on your business instead of you to act confused by technical problems.

Conclusions

Although there's nothing easy, getting a website effective is readily available to every decided entrepreneur of a small firm. There are many success stories of firms that operate on the web and many of them even use the tools presented here. If your product is suitable for sale on the Internet and add little effort, then you might wake up overwhelmed by orders.

If you want more information on this process please do not hesitate to contact us. Information (and not only) are free!

Short tips on online promotion strategy

Two purposes can exist in an advertising campaign on the Internet:

- to create traffic to a particular site
- to sell a product or services

Most advertising campaigns aimed at increasing the number of visitors to a particular location. Below you will find some basic principles underlying any advertising campaign:

- **Utility is what counts**. If it works, should be used. If not, be avoided. If you did something that worked, and most have advised you to try something, then they are wrong. Similarly, if you get some advice from an expert in advertising and do not get the desired result, you have to change your tactics.
- **Regular visitors are more interested in information than in extravagant**. Statistics show that most people are browsing the Internet not to buy products, but to find information or to entertain.
- **Each campaign must be tracked separately**. What works for one site may not work for another.
- **Advertising is not an exact science**. It is difficult to tell which advertising technique will go and who will not go. You can analyze the server log file and see where your visitors are coming, but you never know exactly what caused an increase or decrease in traffic. For example, if you place an advertisement on site X and get more visitors, you can not guarantee that the same ad on the site Y will have the same effect. All you know is that the ad worked in that place at that time.
- **Do not disturb**! Do not start any aspect of the hostile campaign. Remember that you do not just trying to sell your products, but at the same time you build an image. People will buy what they think is good, no matter how good he is in reality. When you start a new phase of the advertising campaign, ask yourself : "What image I create for myself and for my products?"
- **Do not be afraid to take risks or to be unconventional**. This principle seems to contradict the one above. In part it's true, but … the best minds of humanity have always thought unconventional way and achieved things that they thought proper. Can you keep a balance between these two principles?

Marketing policy

On the Internet is also present the snobbery: many companies build Web sites only because their competitors have also web sites! When using an Internet marketing strategy, must consider several important factors in deciding where and how to apply it.

- **Geographical presence and company revenues**: Internet (especially the Web) is more effective when selling services or products addressing a specific national or international market segment, and has less importance for local businesses.
- **Market segment**: Using the traditional means, it is extremely difficult and costly to achieve an optimal level of marketing activity. Used correctly, the Internet with its applications in electronic commerce requires a negligible cost for a simple presence. Basically, one can consider the Internet as a market segment with "zero-cost." Whether you contact all consumers from the Internet or a specific industry, the cost of your message is the same.
- **Interactivity and control**: The web allows you to convert ideas graphically. Like television, the Web allows the use of film, animation and sound. But the Internet has an additional

advantage: it allows consumers interaction and direct control of information flow received beyond the stage of passive receiver. This has two immediate implications: an increase in the potential responses of users and therefore more efficient marketing program, and a faster feedback to your message which allows an accurate measurement of the performance of your marketing.

- **Permanence of message:** Internet allows permanent record of your message by the user, unlike television and radio.
- **Demographic measurements**: If it is important for you to know the demographic of users, the interaction possibilities of the Internet to collect data will help you much more than if conventional means.
- **Branding**: Involving the Internet in your company's marketing strategy will create a favorable image in certain business environments.
- **Equal access**: If you represent a relatively small company, the presence on the Internet will help you attract, in your marketing campaign, the most demanding companies. With the Internet, you have the same opportunities as your competitors.
- **Personalized marketing**: On the Internet you can individualize messages to consumers. Virtually every visitor can enjoy his own message depending on the navigation options and filled forms.
- **Find and buy**: Instead of searching your beneficiaries on the Internet they will be those who will seek you: the specific search engines, hyperlinks, references published on-line, etc.. Of course, provided you do your easy work to be found, and to give to your potential client the motivation to visit you on the Internet.

When should you start?

Many companies are looking, to launch their presence on the Internet, some programs, known software developers, and Internet-specific strategies, or some time considered optimal. But the time for maximum exposure opportunity is NOW.

Marketing plan

Creating a marketing plan is one of the most important steps in developing a business. Often, however, the entrepreneurs do not bother with this problem, considering it as a mere bureaucratic issue. However good planning ensure 90% of business success.

Consider this plan as a road map that the company has to go through. Such a plan is also necessary to encapsulate the overall business plan to get funding from banks or investment funds, that will not pay attention if you have not done the homework conscientiously. Financiers tend to say something like "*Plan your work and work your plan.*"

Here are items that need to be taken into account when doing marketing plan:

- **Executive summary**
  A brief description of the elements that will be detailed in the content of the plan.

- **Content**
  It should look exactly like a book (based on chapters), so they can be easily tracked the content of the business plan.
- **Company**
  General information about the company / organization / purpose / history / tasks / profit
- **Products and services**
  List of goods and services offered for sale
- **Marketing**
  A marketing schedule including promotion resources to be used: what, where, when, how.
- **Competition**
  A complete assessment of competitors and how you intend to differentiate them.
- **Disadvantages**
  What problems do you encounter and how you intend to fix them.
- **Financing**
  What are the daily costs and total costs of business operation
- **Terms**
  Describe the company's evolution in time, set tasks and deadlines for their completion.

Guerrilla marketing

Guerrilla marketing is a term coined by Jay Conrad Levinson in his book *Guerrilla Advertising*. It consists of a number of unconventional strategies and tactics used to achieve the ultimate goal - getting big profit from small business.

Each promoting campaign has two **goals** in guerrilla marketing:

- Bring visitors to a specific location in cyberspace (website, social media account or page, etc..)
- Determine the visitors to buy a product or service.

Here are some basic **principles** that underpin this strategy:

- Utility is "red thread" of strategy
- The average surfer is more interested in information than gifts
- Each campaign should be individualized
- Web promoting is not an exact science
- Do not upset the visitors
- Do not be afraid to assume certain risks, or to be unconventional

Stages of a guerrilla marketing campaign:

- Documentation
- List of benefits
- Choose the weapons that you will use
- Create a strategy for campaign
- Create a calendar of marketing campaign
- Identify potential partners
- Launch of "attacks"
- Maintaining attacks
- Gather information on the results of your attacks
- Improving the marketing system

Link strategy

If a site sells a complementary product to a product supplied by another site, the two can agree to send each other discount coupons to drive people. This can be done in many ways: the mention of site

and get a discount; buying on this site and get a discount on other sites, etc.

You must have a daily plan to build more traffic to your website. The more traffic you have, the better will be for your business... To develop a major traffic to your website you will need to use several means of e-marketing. The first of the tools is represented by search engines. Many sites are receiving over 95% of traffic from search engines. Perhaps the percentage is so high because many people did not find another way to promote their business on the Internet.

An important technique for promotion is to have multiple links in other sites to your website. It is important to be well positioned in the major search engines, but not only. Well placed links generate sometimes more traffic than search engines.

Most sites will not post a link to you just because you're asking. They will do so only if they believe your site is useful and interesting, or if they get mutual benefit for them.

You do not have to be afraid that by recommending links on your website you lose people visiting the site. They come and go. You can not change this fact. If the content of the site is attractive, they will stay and will come back another time. But these links will give you more traffic than you will lose as a result of published recommendations.

Ideal is to determine the daily creation of a minimum number of links from other websites to your website. If you follow this advice there will be not so much time until you will have a large number of recommendations and a steady stream of visitors coming from them.

Banner strategy

BANNER STRATEGY

Banners experts have established five major premises that those who use this type of advertising have to consider:

- Despite more numerous contrary opinions, banner advertising can still be very profitable.
- Opportunities to advertise through banners are everywhere but ... beware of the big networks where the prices are too high!
- Banner advertising offers tremendous growth opportunities.
- It's incredibly easy to learn to recognize which are ads that would bring profit to those who would record losses.
- Banner advertising is profitable not only for big business!

Every dollar spent means 100 potential customers who see the banner ad! A highly targeted audience.

Successful banner are designed so that they DO NOT LOOK LIKE AN ADVERTISEMENT. Banners must appear as part of the site ... so that, most times visitors clicked on them without realizing that they are advertising. Usually visitors easily recognize standard size banners by 468/60 px, bright colors, animation or flash effects. Often just ignore them because of this. After several months of research and testing, a study concluded that the advertisement that looks like ...

- radio buttons
- selection boxes
- text links
- dropdown menu
- "click here" buttons

or other similar dynamic sections of a site, get a much better response than the classic standard sized banners.

A natural presentation is key to success.

When you want to launch a banner advertising campaign, you have to focus more on specific individual sites, which have very well defined target audience, than to work with very large networks where the main disadvantage is that they have a heterogeneous public.

Negotiate the ads directly with the directors or managers of commercial sites that are interested, it is more profitable to work with them than through intermediaries.

Another important element is monitoring the effectiveness of the banner. For example, it is very easy to link banners to pages specifically designed to collect email addresses of visitors, rather than link them to the home page of the site.

And do not forget: Collecting email addresses from visitors, you earn a second chance to maximize the power of exposed banner.

e-Mail strategy

This is the simplest and cheapest way to enter the world of the Internet, allowing extremely low cost.

It is especially useful in establishing regular external contacts, regardless of the geographical area.

For customers already using regular e-mail service, you can use auto answer for some questions and contacts, and the ability to send files by e-mail allows rapid response to technical questions, increasing the quality of services.

One of the ways to promote a website is to build a database of addresses of potential clients interest in your offer. A basic condition to be respected in the world of the Internet is that enrollment in this database be made voluntarily, based on personal choice. The practice of sending unsolicited commercial email (spam) is not only damaging the company's image, but in some countries may be considered a violation of law.

It is also important the form in which your messages are sent via e-mail. We recommend writing messages in a simple text editor such as Notepad or UltraEdit. Also try as a row not to exceed 60

characters, and use "Enter" at the end of each line. These precautions will ensure that your message will look identical in almost any e-mail. Otherwise there is a risk that the end of the row to appear at intervals different of the way you formatted that message.

Finally, make sure that the sending message is important. Do not send a message that just say "Did you visit my (our) site lately?". Give potential customers a reason to return to your pages.

Web forums and mailing lists/e-groups

A mailing list, forum or newsletter can be an excellent way to promote your business. Do you have special knowledge or particular expertise in a particular field? If so, why not edit a weekly or monthly newsletter in which to share with others something in your experience?

One important thing for your business is to make yourself known in your industry. An excellent way is to issue such a newsletter.

The easiest way to moderate such a mailing list or newsletter is to use the services of a dedicated server. The advantage of using such

a service is the ease of management of the database. That keeps track of the registered provider, evidence that you can see online.

Regardless of how the list is managed, it is essential that potential subscribers know that they can unsubscribe at any time. Every message to your subscribers may indicate a way to leave the list. Using a service provider will automate this.

There are two ways to use forums or mailing lists/e-groups for promotion, and both are equally strong. You can simply post advertisements or you can develop a base of contacts online. There are differences and specific rules for each of these two methods.

Advertisements

This is the most common method of promoting a website using e-groups. In principle it consists to write an advertisement, following this announcement to be sent to all subscribers of that group. Free advertising, is not great? No, it is not so simple.

First, most of the groups do not like this method of promotion. You can wake up to your mailbox flooded with messages of protest. The general rules say that a group messages can only post content closer to the theme group.

But do not despair! There are some newsgroups that are open to such advertising. Most of dedicated business groups fall into this category.

If you have doubts about this thing about a particular group, read messages posted in the last few days to get used to the general atmosphere. However, even if you see many advertisements does not mean that this is OK. Some people will also post messages regardless of the rules of the group. Our advice is to try to go around it forcing a good promotional methods. Negative effects on the medium and long term will certainly be higher than short-term positive effects.

Online contacts

Another way to increase your presence in the groups consists of an indirect action, ie in actively participating in discussions in the groups. There are two techniques to use this method: the use of signatures and customer search.

Using a signature is a simple and effective method at the same time. At the end of your message includes a brief description of your business. Do not forget to include your website address, email address and phone number.

Do not use a signature too long, you risk to be considered as an announcement. Also do not interrupt a conversation just to say "Yes, I agree with this view." If you can not bring new information into the discussion, try to find another newsgroup.

Get involved in as many such discussions, you will build a name in the online community. You'll never know when one of the people you met here will need your products or services.

Search for prospective clients is an extremely powerful technique. In principle, constantly looking in the discussion groups of people who might be interested in the products you offer.

For example, suppose you sell silver jewelry. A search discussion groups after the words "jewelry + silver" will lead to a post in which the author declares "I am crazy silver jewelry representing animals". Your joy because you found it, his joy because you found it! In the message you will send do not forget to include your website address, email address, phone number and any other information they consider essential.

Online magazines / Newsletters

It is recommended to publish an electronic magazine and/or a newsletter to remain in touch with potential clients.

It is the most effective way to bring visitors to the site regularly and gain their trust. Include valuable information in the publication by email, otherwise subscribers will not read and will remain at a purely formal level.

Advertising industry specialists have found that a typical client should see an announcement several times before acting according to the ad. By creating an own newsletter, you will have a regular audience eager to receive information from you regularly. Unlike a website, where we hope to have a high percentage of repeat visits, a periodic newsletter is delivered to potential customers.

There are many ways to advertise your online product or your web site, but the publication of a newsletter is both cheap and effective way.

What is a newsletter? An electronic publication, usually periodical, which contains various information in a particular field. Other names used in the Internet world for the newsletter are: e-zine, internet newsletter, web-zine, etc.

A newsletter is like a printed publication, but distributed by mail. The differences between the two forms of distribution show us some of the advantages of the Internet:

- A newsletter is distributed by means of electronic mail. Not required stamps or other costs for distribution.
- A newsletter is distributed globally. No matter what part of the globe are recipients of these publications.
- Start publishing a newsletter can be solved in less than 20 minutes.
- Delivery of a newsletter is virtually instantaneous.
- There are no printing costs of publication.

All these reasons (and several other that were not listed here) will likely convince the usefulness of publishing a newsletter.

12 advices for a newsletter

Ideally your newsletter can have many functions. Here are some ideas:

Promotion

Use your newsletter to inform customers about your skills and experience - but do so with discretion and tact. The main purpose of the newsletter should be providing information worthy of interest, actual, useful and practical. Everything else, such as advertising or self praise about your products or services will jeopardize publication. Therefore you must learn to intelligently promote the message in your publication.

You can do this by giving examples, samples and information about the results obtained for other clients. Your newsletter should contain 80% information and 20% or less promotion. You can also write about awards received, press articles, sponsorships, etc.. This information is newsworthy and customers will be interested to read these things.

Repetitive marketing tool

Use your newsletter as a repetitive marketing tool. Getting a client is a process consisting of several stages - and repeated the same customer promotion is vital to ensure a contract or getting more contracts. Publishing the newsletter every two months will ensure its regularity. Although many newsletters are published quarterly, direct advertising experts say that it takes five consecutive contacts to have an impact. Publication of two months is better than quarterly and the monthly is the best.

Interest

Use the newsletter to generate interest. It should contain interesting oriented problem solving, not promotional or unnecessary. You maz awake the interest in articles by:

- solving a current problem;
- solving a future or potential problem;
- help the reader to achieve better results;
- provides valuable advice;
- help to define more clearly the problems;
- provides case studies of successes and failures.

Connection

Newsletter must realize the connection between useful materials and the ability of achieving quality posts. How can a customer know that you can achieve them or even overcome them? Newsletter must indicate this subtly. Make sure that you link with existing skills in your company or organization. Information provided must be an extension of your experience and knowledge. Providing this information, clients will realize that sounds best to get a contract with you.

Old customers

Use your newsletter to get new contracts from old customers. Some clients may have forgotten your products or services, or simply do

not know that you can help. You can inform them about this writing about how you have helped other clients and about how you solved various problems.

Relationships

Through newsletter, you can build new relationships and you can improve existing ones. When a client receives the newsletter regularly, the information you provide has the potential to create a long term relationship - a key element in obtaining contracts. Each issue of the newsletter must improve awareness about your capabilities and keep alive the customers memory about your contact.

You can improve a relationship or create a new one through:

- direct but respectful approach;
- valuable concrete information;
- understanding of customer needs;
- revealing subtle willingness and ability to assist in solving problems.

Communication

Use your newsletter to maintain existing relationships. Communication is essential to maintain good relations on long tern with existing clients. Newsletter can serve as a communication channel, keeping alive the contact with your subscribers and at the same time informing them of updates occurring or about how you helped other clients.

References

Use your newsletter to initiate a contract or to provide references. Every time when the newsletter is of help to someone, that person will want to continue receiving or knows another person who can benefit from your services or products

Contacts

Use the newsletter to generate additional contacts. Newsletter can be the first step in a complex process of marketing. Within it you can include various information about promotional offers, you include bonuses or discounts. Give an example of a product or service for free. It can be about 30 minutes of free advice, free typing of material, a bonus in addition to a printed work, etc..

Additional value

Newsletter can be used to add additional value of your services Each issue focuses on your skills and experience and based on previous issues to highlight this. Perhaps the first issue will have a big impact, but after 5-10 issues potential customers will see that you are serious in publishing the newsletter that offer quality information and you can contact to help in their problems.

Expert

Use your newsletter to position yourself as an expert in your industry. The information you provide can present as extremely competent in your industry. To do this subtly you must

- Mention what you have done for other clients
- Quotes well known people that support your views
- Quote specialized publications in the field to show that you updated information
- When a potential customer will see how active you are in your field and how deep are your knowledge, he will think to your next job and not competition.

Branding

The last part of the newsletter is to create a positive image about you and your company. You are responsible for how customers and potential customers perceive you, and you can create, modify and improve your image through bulletin information.

Contests, prizes and freeware in marketing

One of the most simple and effective ways to attract visitors to your site is to sponsor a contest. People loved games and free stuff. Why not give them one of your products or services free of charge once a week? Your cost is minimal (one prize per week and time to organize the competition), and the profit is very good.

A competition will always attract two types of visitors: those who love contests and those seeking free stuff. Correspondingly there are two types of competitions: competitions of skill and simple draws.

If you will organize a simple raffle you will attract only people in the second category. What is more important? The fact that, probably,

they will never come back to your site. A skill contest that offers a prize for winner will attract both types of visitors.

Contests of skill in turn can be divided into two categories: objective and subjective. An objective competition is based on a question with one correct answer. In most cases you will have to make a drawing. A topic contest is one in which the evaluation of responses varies from one person to another. For example, you can ask "what is the best slogan for our new product."

It may be beneficial for you to have a mixed competition, with both objective and subjective questions. You will be more fun, and visitors will come back for other contests.

Of course you'll want to use data of your visitors they send. For example you would like to send different ads to those who have given you their email address. But instead of requiring all participants to subscribe to your newsletter, you should offer them the option to register as subscribers of yours. In a short time you will have a huge list of subscribers interested to hear what you have to say. This method is more useful than having a random list of people that they'll get bored anyway if you send e-mails.

It is a good idea to record your contest in as many directories as possible. Remember, you can promote your contest as a separate site. The higher your website will be listed in several directories, the better it will be.

There are also some directories specialized in competitions that will bring a high volume of traffic. Find them and try to list your owm contest. Do not forget to be polite. Flatter them a bit. It never hurts :-)

Organization of contests

The contests creates an increased attention and repeat visits. At any time there are thousands of companies that organize competitions to attract people to visit pages. Awards can range from $ 1 million up to

two free tickets to a baseball game. Some companies offer college students a hunt for "garbage" on the Internet and the chance to win funds for scholarship. Or you can create a contest for people who use a spcific software to design websites. This is a very good idea because it causes people to buy the program to have a chance to win. Competitions are most appropriate when the mission or values reinforce sponsoring company. For example, Amazon has organized a contest in which visitors had to write a short segment of a story begun by John Updike literary figure. The company offered $ 1,000 each day a winner and organized a raffle of $ 100,000 for all winners. They received more than 208,000 entries, which gives an average of about nine thousand entries per day! Other company organized a competition for adults that should draw works with their pencils. The contest was judged by children. The company holds regular competitions for children to create, for example, Mother's Day cards. This contest encourages the use of the company's products, a very smart marketing move. Contests can be simple, for example, by asking people to identify by completing a form with name, address, telephone number and e-mail in order to earn a draw or have an involved character that a challenge and a test of skill as in drew contests, and tremendous competition of essays and photographs. A smart strategy is to create a contest asking people to explain why they really need the product you sell. Another benefit of these competitions is that winners can be promoted in local newspapers and on television.

The more competition bind over both products and company mission , the overall result will be more effective in marketing to strengthen the mission. For example, drawing competitions to ask children to use company's pens. This increases sales and use of company products. A contest that would require children to write an essay about using pencils in folk art would not be as effective.

Awards

The awards allow additional exposure sites, the company positioning itself as an authority in the field.

Freeware

Attracting visitors and their satisfaction is transmitted informally to others. If *location, location, location* are the three magic words in real world, than *free, free, free* are the three magic words in online marketing. People can be attracted to the site by the fact that they are offering free samples or information.

Firms that rely on information, such as those printing reports, can give a press release announcing an important product information. Firms that do not operate in the information area can transmit information to improve the lives of consumers and potential clients. Buyers and prospective customers can read free articles, and if they know that the site is upgraded on a regular basis, they will return regularly and will spread the word about the site.

Viral marketing

The term "viral marketing" means a method of online advertising in which advertisement is transmitted from one person to another without the direct intervention of one doing promotion. The name is given comparing to how viruses spread by email, multiplied on many levels.

Here is an example of viral marketing: e-booka. Offer a free e-book with valuable information in a related field with the promoted site, that includes advertisements and links in as many web pages. It will be passed from one user to another and generate traffic on a long time.

List the e-books in specialized directories and search engines.

Another example: realize charts on various topics.

Viral marketing allows you to exponentially increase your online visibility by simply using the existing network of clients and newsletter subscribers. It works like a giant machine givinf references word of mouth. Just like a virus, words can spread easily from one person to many others, so that could convince your customers to recommend to family and friends causing a company's impressive growth in popularity.

Where it comes from the power of the system?

First of all, it increase business visibility exponentially. It is said that the "word of mouth is leading electronic commerce". This means that Internet users are rather inclined to believe what their friends and relatives tell them about their experiences on purchases they made rather than the online advertising. According to the "Opinion Research Corporation International" the typical Internet consumer tells 12 other people about his experiences of shopping online. The same source states that an average consumer recommend a favorite film from 8.6 persons in his entourage and a good restaurant only to 6.1 people. The situation indicates without doubt the power of spreading of "snowball" of this system.

These recommendations also gives a much higher reliability than other methods of promotion. A person who has heard about your company's services from a third party that is already using it inclined to trust. A friend or a relative has more weight than any demonstration of power or greatness.

Say you want to order pizza. There are many companies on the Internet that make home deliveries but which one to choose? So just remember that your friend recently bought pizza on site X and was very excited to receive it in record time. You visit the site and see that resembles any other, has nothing in addition to other local distributors of pizza. Yet you buy from there because your friend recommended you. In fact he is the one who made the sale.

Word of mouth about the place inspires credibility and make such a sale process to be completed more easily!

Amazon.com also knows and uses this strategy successfully. You certainly noticed how much encourages visitors to send their gifts through electronic cards for different occasions or relatives and friends. With each referral you make, Amazon.com will add his card.

Does not have to be a giant Internet to use viral marketing. Think for a moment ... You have never found in any mail chain letter? Or a joke ever cared for a friend? Or a funny animation that you amused?

How many times have you forwarded email which you are interested, information or things that have amused? It is a natural temptation to share pleasant or useful experiences with loved ones. Benefits are what cause us to send forth these messages... So the benefits are those that confer power to viral marketing!

Here lies the secret, if you want people talking about your product or service that you offer, it is imperative that they have a benefit in one way or another. Users of such companies that use viral marketing are not bothered by the fact that they advertise simply using them, as long as they are happy with the services provided for free.

So if you want to transform your available customer and subscribers base into a viral marketing machine, you must create a situation where both sides win - a "win-win situation". An affiliate program, a contest, gifts (free software, electronic books or an article that contains information of value) and so on ...

How does viral marketing work?
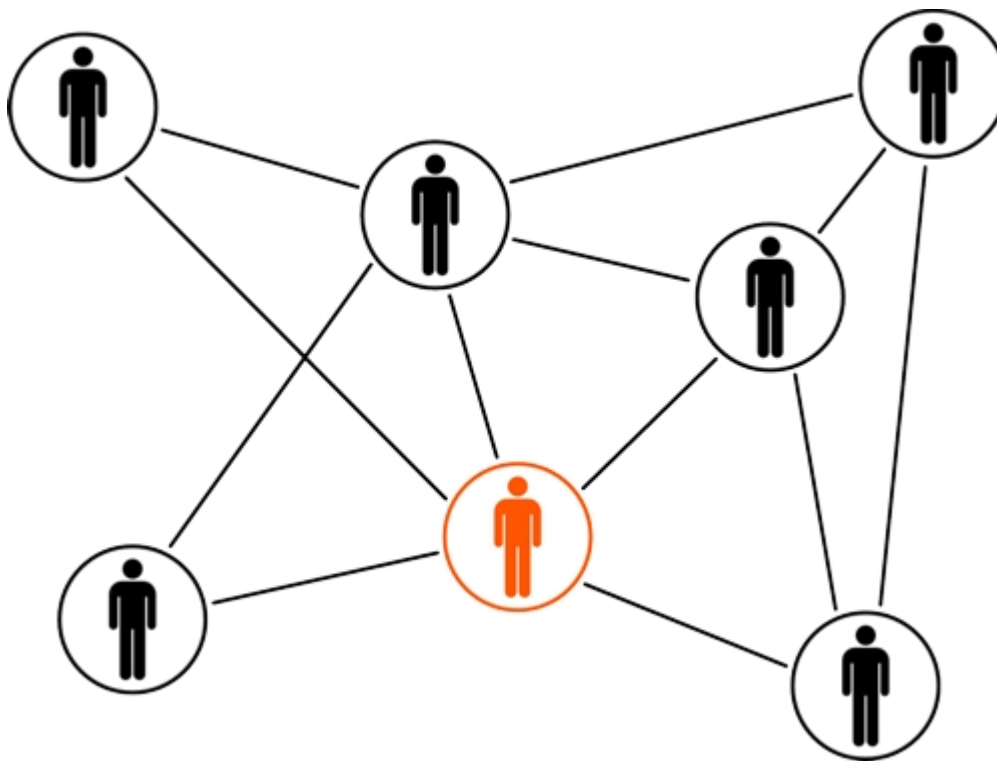
Suppose that at some point, you are so impressed by the quality and usefulness of the information in a electronic publication that you recommend your friends. As a result, many of them will decide to subscribe. Later in turn they recommend other friends and so on. Let's say the first level get in this way, from the existing subscribers, 10,000 new subscribers. Two floors up, their number will reach 1 million. You certainly noticed this mechanism used in many MLM (Multi Level Marketing) programs, which develops in arithmetic progression. However, those who succeed are quite a few. But that's only because of the low quality of the products they distribute, or the prices too high.

There are two ways that can cause people to recommend the product at each other, "word of mouth": promoting a high quality product, or offering a direct benefit. When you combine these two reasons, viral marketing power is astounding. When on the contrary, the product is of poor quality, how many would recommend their friends, even if you pay for it?

So the first rule of viral marketing is to make sure that the product that you promote is of the highest quality. The second is to provide a system of rewards. You must note however that there are notorious examples of the popularity of a product simply exploded only because exceptional quality without having any material rewards system attached. A few years ago, the book "*The Celestine Prophecy*" recorded a huge number of sales just because of the discussions that took place around them in the discussion groups. If you managed to create a state of general enthusiasm for the product that you present, there would be no need for any rewarding material.

Another way of financing through viral marketing promotion is paying a commission on sale for generating new customers. That in the event that you have a product for sale, be it your own product or someone else's product, if you promote an associate program. Of course, the benefits will be greater when the product is yours. On the other hand, as a simple associate, you no need to worry about production, receipt of payment and delivery.

However choosing the right affiliate program is not really an easy thing. Read the regulations carefully. Viewed from the point of view of the consumer - never recommend a product that you have not tried and are not convinced that is the best quality. Test it! Check how the site is, how easy it is to understand and navigate? How it looks in terms of graphics? It is done professionally? How quickly reply to emails? Respond using exclusively personal or auto-reply messages? There is a tracking system consumer trustworthy?

After a first selection of programs conducted on the basis of the above rules, run another selection based on the interests of the

market: which is the market segment targeted by affiliate program? It fits the target audience of the website itself?

Finally, it is good to be able to form a package of products and / or free services that take into account the interests of the target market segment, provided as a "added value" with a central product. A well organized grouping information will lead consumers stealthily to central product you want to promote. This system works efficiently, provided that base product to be very good, which is recommended by itself and is perceived as a value in itself, even without additional free of charge packages.

Planning online business

Planning is the process by which a series of online communication options are selected which allow the unitary achievement of the purpose and objectives of the web site. Therefore, the first step in designing web development plan is to define the audience, setting goals and objectives, gathering and maintaining information to be included in the site.

On the other hand, we have to evaluate the human and financial resources that will be needed for the construction, development and maintenance of the site.

To plan a successful Internet business ...

Key Practices:

- Spend some time thinking about how you show your business online before undertaking anything.
- Plan to find the necessary resources (human, financial and informational) to achieve site.
- Set out how it will be accumulating the necessary information, the development, presentation and maintenance of the site, both from the point of view of the developer as well as user.

Key resources:

- A list of web hosting providers: Study offers to find the best option in report of quality price, providing the necessary support for the establishment and functioning website.
- List of resources for getting web programs: describing software and scripts required for the development and maintenance of the site, including the type of web server, perl scripts, appropriate databases, etc.
- Collection of useful articles to avoid the most common mistakes that beginners make in online business planning and development: eg. 10 ways to get on top WWW service that you have launched

Planning elements:

- audience
- purpose
- objectives
- categories of information
- design
- Web specifications
- implementation

Collecting and analyzing information

Planning online business

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Network marketing
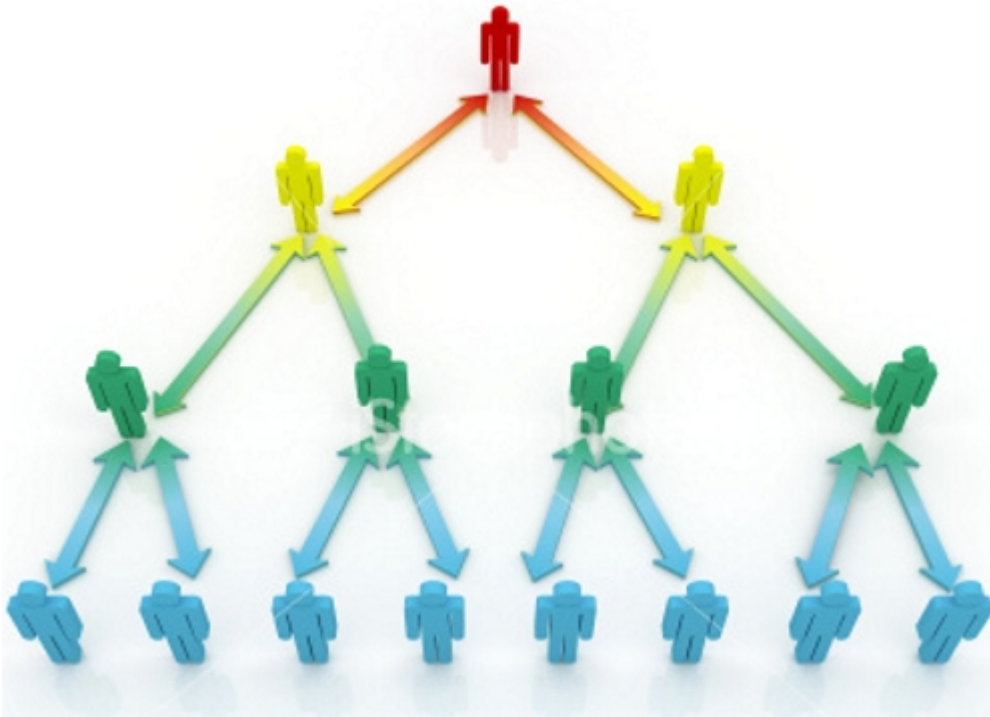
Advertising expose the message to new audiences. Banners on the Internet, or placing ads on search engines or websites, attract your target audience and can convince them to visit zour site. The first step is to create ads, to study the demographics of the various sites to found most suitable, then use negotiation for costs.

All marketing campaigns are done through a network, and network marketing did not differ from others. It takes place on different levels, all (with one exception) with exponents the customers that are paying for product distribution.

Many companies use network marketing for distribution of their products, thus saving a lot of money, which is reflected in the price of such products.

Many leading economists say that most of the business will be conducted in the multilevel marketing system, another facet of

marketing system, though, today, multilevel marketing system is considered (by many economists) an illegal pyramid scheme. In the U.S. it is still accepted based on some rules.

The most important element of the companies that take into account Internet marketing is competitivity of rival firms. Any company, regardless of size, can achieve a very competitive site, so all companies have good reasons to establish their presence on the Internet: the big ones to maintain market and image, and small companies to conquer new market for their products and services.

As shown, there are several ways to make your presence felt on the Internet:

- Designing and promoting your pages
- Using online services
- Online classified ads
- Special programs for the so-called affiliates, associated or intermediate
- Promotion in social media
- Promotion in newsgroups
- Promote through discussion lists and newsletters
- Marketing email techniques
- Autoresponders
- Newsletters
- Electronic stores
- Achieving top search engines
- Sale strategies
- Online advertising
- Complete automation of business, etc..

Affiliate programs

One of the most effective ways to stimulate sales on the Internet consists of granting a commission for sales made by third parties.

Many web developers or webmasters who are looking to achieve regular income from their web sites ask this question. The association allows website owners or administrators of other sites to get some profit. One such program provides the tools to promote the Internet and monitor the traffic.

We will use the example of a website X that has implemented an affiliate program, to illustrate how the system of association works:

Let's say a site administrator visit another site that offers its services and in addition the services of the site X, to which is associated. If these services are complementary activities that it provides himself, and thought it might be useful to its visitors, he decides to become in turn associated. Say Web site is subject learning HTML.

The administrator will then complete the online application form or request details via email. With the approval of the association to X, he will receive a unique HTML code that will use on his Web site to direct visitors to associate services. With this code you can track sales made to associate.

Administrator will place banners, buttons or links in the form of text on his website. For any visitor will click on one of these links and buys a product from X, he would receive a commission of 10% (for ex.) from the value of the purchased product.

Commissions will accumulate in the account of the partner administrator until they reach the minimum amount established for issuing checks (eg $ 25). Cheques are sent to associates regularly, monthly or quarterly.

There are 2 main types of association:

- *click-throught*: it pays a fixed amount (eg $ 0.10) for a click on the banner by which the visitor reaches the sponsor's website, or impression
- *affiliation*: is a program that pays a commission on sales, the same as described above

Choosing an affiliate program

One of the great discoveries of the Internet is affiliate system in trade. Great network associates develop into an unprecedented rate. He reached even a level that has a major impact on the classical system of sales and reduces the intermediaries between producers and buyers - the dealers.

Decision criteria in choosing an affiliate program:

- Look for companies that offer affiliate programs that target the same audience as your site. For example, if you have a site about dogs then find programs that provide food for animals; might be an online pet shop that offers a percentage of sales, or a company that sells dog collars with their names. By choosing affiliates whose products match your site's user interests, it is possible to increase sales volume and thus get higher commissions.
- Make a comparison between affiliate programs offered by several companies in competition. When there are several competing excellent opportunities offered by smaller companies, larger firms tend to improve the system of commissions to their

affiliates. Analyze the program before deciding membership. If a company sells competitive products such as CDs and offers a commission of 80%, it means that something is wrong. Always compare the fees offered by the competing companies.

- Another criterion would be how to make payments: monthly or quarterly? Or must reach a certain level of sales? Consider that if the level of starting paying is $100 does not seem like a very good deal. When besides this the commission offered is only 1% of sales, it means that required sales of $ 10,000 through your web site to get paid - is a difficult level to achieve routinely, only if you have a high traffic.
- What is the reputation of the company provodong the affiliate program? If it's a well known brand such as Amazon.com or barnesandnoble.com, chances are that people are familiar with the company to be more confident and make online orders without hesitation - you win so relatively easy commission granted for brand reputation.
- Read the regulations carefully before signing anything. Depending on the country you live, it is possible that not every affiliate program will be useful, even if it is additional to the field you work. When the odds of achieving sales are low, you have no interest in promoting free services or products of other companies.
- Check the tracking system for users. What benefits are provided? Receive reference fee only after the first visits of the user sent by you, or whenever the visitors buy products, no matter what site access on future visits (see the Amazon.com system, which stores the every shopper affiliate website that was meant). Compare the alternatives that you have and choose the best one depending on the revenue they could generate.

Setting up an affiliate program

When already sell a product or service on the Internet, it's time to consider setting up your own associate program. It required a little effort of money and... time, but the results will greatly reward: on the one hand, this system will generate increasing online sales, on the other hand the site will become more familiar.

You have several options for choosing the type of associate program that seems most appropriate.

1. Easiest way is about to buy a *click-through program*, based on which, for each click on a link to your site, associates pay a fee. It is a fairly widespread and very simple. Associates in their website displays a banner or text link to your site and, every time a visitor clicks on, the link is registered by the program for the associate that hosted the link. Click-through fees normally ranges between 0.05 and $ 1, depending on the value of the product and budget.
2. A more complex program consists of a set of payment system for guiding visitors associates to an electronic form of contact (*pay-per-lead*). When a visitor fills out and send form (which can be a simple request for information, a request for affiliation, or download a program to a free version of the sample), partner that host the link to the form or/and the form itself is paid a flat fee. In this system, the associate is paid whenever a form is submitted via his website.

3. The third formula is splitting a share of gain (*revenue sharing program*). It is by far the most popular form of association encountered on the Internet. Program owner offers a commission for each sale made through related websites.

In the first two cases, you may earn increase in site traffic but not sales volume increase. Besides, associations could cheat, generating false clicks... There is a risk to lose money rather than generate them.

Turning to expenses, besides the necessary software purchase, there are some minor costs necessary for system maintenance and technical support for partners.

Next, if you have decided which of the models described above you will choose, you also have three options to set how you will track and record activity of associates and generated sales through them.

Method #1

Achieving mirror pages or even an entire site in the mirror ("**mirror site**").

In other words, for each member will have a page or a site with a distinct location (URL). There are advantages and disadvantages to this system. Spending money is very low, almost zero, but instead consume a lot of time.

Basically it creates pages absolutely identical for each member that will differentiate only by the web page address. For example, associate the number 1 will be page info1.html, partner number two, info2.html and so on. Any electronic form sent through the pages belonging to partner 1 will carry the index 1. This way the work of each partner will be easy to follow, even without a automatic statistical program.

This system is suitable for a relatively small number of affiliates, but it is difficult to apply to a greater number of partners. Another limitation is time that can not be applied when the sale is made in a larger number of products. Imagine what it would mean to multiply a number by a few dozen pages for more than 100 associates. It required a huge effort to monitor properly the work of each partner separately.

Another disadvantage is that the partners will not benefit from real-time statistics. Income levels due to each partner will be calculated manually and notification will be sent about once a month for this operation will also take a few days. It is also to consider the issue of trust: being an outdated method, associations will not even trust this system and any program in honest owner who could suspect of false reporting.

Method #2

Consists of **renting a specialized service** in setting and administering a program associate. These intermediaries provide monitoring software for business associates, the sales realized, manage money according to a predetermined algorithm that includes payment services through a fee charged on each sale separately. The size of the fee depends on the provider.

It is a fairly convenient for the owner of the program. The main disadvantage is that it substantially reduces the revenue generated online.

At first they may feel encouraged by the fact that you will not pay taxes for setup and you will not have to bother with technical issues, but how soon you will feel frustrated that a lot of the money earned will leads monthly fees.

For a small business might be a reasonable solution. I just want to draw your attention to think very carefully before opting for this system, because once it becomes functional and expand its reach is

almost impossible to be replaced with a more profitable solution in financial terms.

There are some online companies with a more reasonable policy that charge a bigger setup fee and then establishes a very small percentage of each sale, the management fee of the program.

Comparing costs (percentages sale or setup fees with an initial investment in a special software program management associate), a small company would in most cases opt for this solution.

Method #3

**Buying a software** for the management of online association system.

Beware of very cheap packages that are on the market quite a lot. Some give big trouble in managing it, did not have enough flexibility, and even crashes in certain situations. Problems are like:

- does not display real-time statistics
- does not work with shopping cart systems
- does not guarantee 100% monitoring of sales
- does not provide a means to monitor the sales completed offline
- does not register the returning buyers that buy after a time from the first visit

With very few exceptions, which sells under $ 1,000 is often of very poor quality. I believe that if you dare to buy such software eventually throw money.

Programs of this kind which deserves to be considered retails higher prices. It is certainly a considerable investment for a small business!

Online advertising
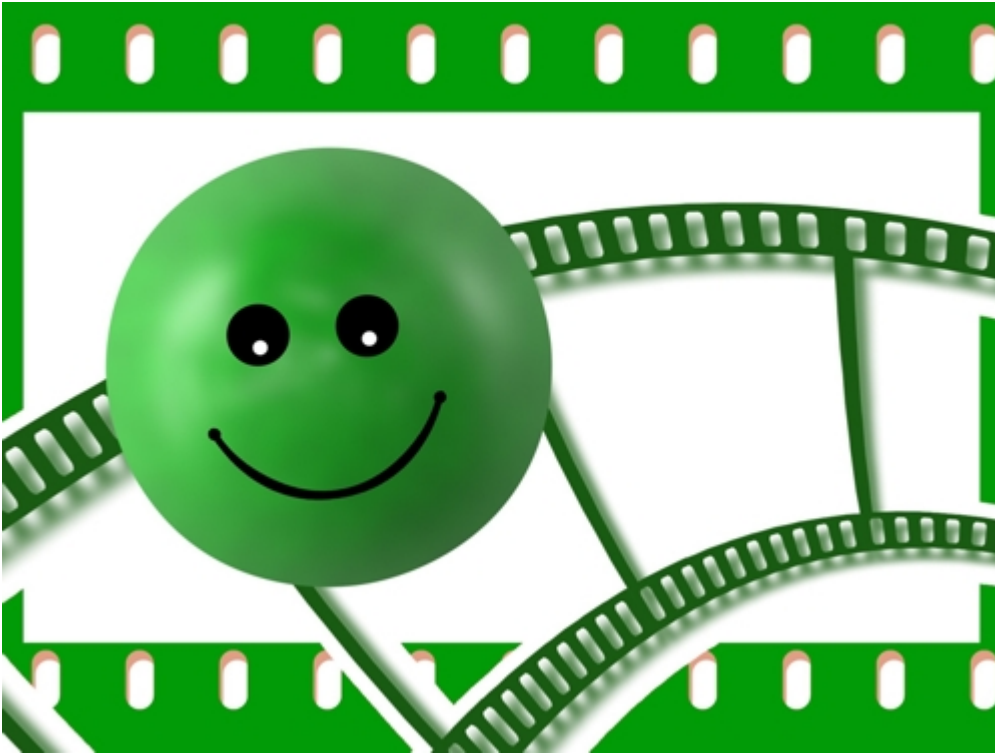
Online advertising effectiveness depends on how you use the methods listed below. This gives you some ideas to create online advertisements with a strong message.

Establish a clear goal

Any communication process begins with setting objectives for marketing campaign. It could be:

- Building a brand loyalty
- Generating sales
- Increasing traffic
- Improving services for consumers

Ideally, over time, you have to make them all, but, first, you need to fix a set of priorities to meet the needs of the moment.

Define the advert

You must ensure that your advertising message will break through the other the same way. Keep in mind these basic principles, specific for online advertising:

- Compose a message that is easy to see, easy to read and relevant to the target.
- Limit text to 5-7 words. A short message is quickly understood and can attract visitors' attention rather. Keep in mind that they are always in a hurry.
- Use advertising to make visitors curious to visit your website. Think you can not say everything in small image. You can instead tell them as much as to attract visitors to the website to learn more. The message should be short but exciting.

Site optimization

Computer screen is not the same with a sheet of A4 paper. On the one hand display area is smaller, on the other hand take some time for the information to load completely. Web pages can be various lengths and can be followed up and down using the mouse. Website optimization plays an essential role in keeping visitors earned in the marketing campaign. Promise in the advertisement must be found in the first screen that opens after the visitor click online advertising. The entire site should be subject to rigorous analysis but in such a way as to meet the requirements below, or risk being ineffective campaign because of building site problems.

- Keep pages simple and easy to load. Not crowded too much information and too many graphics on one page.
- Split text in columns and short paragraphs for easy reading.

- Use the links in the text to simplify navigation within the site and to direct visitors to the most important information.
- Structure the content and page order; organize hierarchically the information and follow a logical thematic flow within the site.
- Update site regularly, especially in key sections. Pay attention to the new information.
- Choose a design that allows quick changes using small and easy to replace graphics.

Use the interactive capabilities of the Internet

Ability to use interactivity in online advertising is one of the elements that clearly differentiate this from other advertising medium (especially prints).

- Use the printable order forms that can be sent by fax.
- Provide alternatives to contact by telephone, email, fax.
- Use discount coupons or other advantage to buying from the web site.
- Organize periodic surveys to learn the preferences of visitors.
- Test different promotional offers and advertising before using them extensively.

Internet success depends not so much on perseverance but skills and adaptability. Do your homework thoroughly and, with a little imagination, you can achieve maximum revenue with little investment, you can determine many consumers come back and develop a loyal community around the site.

Copywriting

Messages will represent the business - so you can convince customers by providing useful information on the advertised products. The more details you enter in the text, about the nature of the product, the better.

It is easier to conceive a good message when you raised the necessary information and have grouped them into categories. You just have to choose the ones most relevant and describe them clearly and concisely.

Success copywriting involves the following steps:

1. Gathering information about the product

For an existing product, there are many materials you can send to a copywriter as background information. These materials include:

- sketches / copies of previous posters
- brochures
- catalogs

- press releases
- posters and other materials of competitors
- specific elements of the product
- technical drawings
- business and marketing plans
- reports
- proposals

Studying this material, copywriter should have 80% of the information needed to write text. And the other 20% you can get by lifting your phone and asking questions.

2. Identify the essential characteristics of the product

- What are its features and benefits? (Develop a list)
- What are the major benefits?
- How does the product differ from that of competitors? (What are the best characteristics face to the competition)
- If the product is not better, what are the characteristics that might stake and that competition has not staked?
- What are the applications of the product?
- What kind of problem solving product to market?
- What is the product's market position?
- How does the product?
- How effective is it?
- How is the economy?
- Who bought the product and what he said about it?
- What sizes, materials and designs are available?
- What kind of service and support offered to producers?
- Is guaranteed the product?

3. Identify the target audience

- Who will buy the product? (To which market segment it addresses?)

- What is the main concern of the buyer? (price, performance, safety, service, quality, efficiency)
- What motivates the buyer?

Once you have established your target audience, you can decide which language you will use in your message. In a way you send the message to children (language and arguments must be on their meaning), and otherwise to people with high incomes (in this case the language has to be developed).

4. Establish objectives of your message

- To generate questions
- To generate sales
- To answer questions
- To turn potential customers into real customers
- To send information about product
- To build the company's image

Stage setting goals is essential for developing the message. If you do not set goals clearly, then completing subsequent steps is almost useless.

5. Identify the format of the message

Your message will be advertise by a poster, half page of a magazine, a piece of newspaper, a flyer, a brochure, a catalog, or online advertising? Decision on is generally made according to the target audience and the available budget.

6. Develop the message

Develop arguments based on the information and decisions made in earlier stages. Affirm strong existing arguments,detailing the product, but do not insist too much. Two key arguments are more important than ten weak arguments. The amount of information transmitted

and its type depends mainly on the objectives and format chosenfor the message.

Direct marketing techniques

To define what constitutes a good advertisement, we start with **what is not a good advertisement**:

- It is not created for the sake of being creative.
- It is not designed to be pleasedof the copywriter, artistic directors, presidents of agencies or even clients.
- Its main purpose is to amuse / entertain, win prizes or to cry to the reader: "I'm an announcement. Don't you admire the beautiful writing, graphic and concept?"

In other words, a bad advertisement ignores almost everything you learn in any course of advertising!

How then to show a good advertisement? Here are some **features**:

A good ad seek *benefit*. Main proposition that sales does not to be hidden wisely, but should be made clear from the start. For example: "How to win money online?"

It arouses *curiosity* and invites you to read it. The idea is not to be outrageous in what you say, but to refer to the interests and concerns of your larger target audience. For example: "Do you make these mistakes in business?" - Refers to the reader's desire to avoid embarrassing situations and do sucessful business.

A good ad provides *information*. Prospective buyers looking for information for a number of highly specialized problems. Ads that offer information needed by people bring a great deal of readers and more responsive.

Talk to readers. No need to be a professional to write such ads. You have to know very well the product, the audience and what interest to it. These things are more important than copywriting techniques or style.

You need to be *well informed*. A successful ad reflects a high level of knowledge and understanding of the product, and the problem solved by the product. An effective technique is to tell the reader something he already knows, something to prove that you, who have given notice, you are versed in the field.

- Opposite style used by many "professional" agencies with less efficiency, is to reduce everything to the simplest common denominator, assuming that the reader is completely ignorant. But this may insult the intelligence of the reader and destroy the credibility of the company and the product.

Must have a strong *free offer*. Good ads contain a strong offer. They tell the reader what the next step in the buying process and encourages him to buy the product immediately.

- All ads should have an offer because it generates immediate response from the people who will be ready to buy the product

on the spot, or at least think to buy it. Without such an offer, these potential buyers are encouraged and thus you lose.

- In addition, all powerful ads lead to increased readership because people like ads that offer something - especially if that something is free and has a high perceived value.
- Advertising image creators may object: "But we do not destroy the image by doing this? After all, we want recognition, not answer." But how could providing gratuities to lose the rest of the ad? This does not happen, of course. The whole concept that you can not pull together a response and communicate a message is absurd and unfounded.

A successful ad should be designed to **highlight the offer**. Using graphical techniques can make your ads attractive and oriented response, increasing the number of readers.

- Why? When readers see an ad with an indirect answer, they know it's just an announcement of the kind that remind you and so do not read it. But an announcement with graphics like an answer, seems to tell them: "Stop! This is a notice that you have to answer! Read it to find out what we offer. Submit coupon - because to receive the product now!"

The advertisement must be **clearly shown**. Advertising should not use art or abstract concepts to put the reader in the position of having to decipher for himrself what is selling. Ideally is that he understand exactly your proposal in five seconds.

- Someone may object: "Wait a minute. We have described the features that you should have an announcement with direct answer. But advertising in general is it different?"
- It may. But one of the ways to make us more effective advertising is precisely this: to write and draw an announcement of this type. Direct marketing techniques are virtually guarantees you that your advertising will be better read - and will bring you more replies.
- All a marketer should do is the direct response. Those who say otherwise are generally ineffective artists, more interested in

appearances than results.

Increase the exposure

Many companies promote the URL of their websites into special sections of daily newspapers, publications of business and commercial environments, etc. There are a very large category of such advertisers, from small consultants to large car manufacturers companies. Even TV ads contain web addresses. Almost every movie from Hollyood has a website full of games and press materials. Studios give a typical advertisement for the film but it ends with the URL. Companies like MCI, Toyota and IBM lists their web addresses on the advertisements on TV. First you have to talk to the department or an agency to include the URL on all listings on every media, or to buy advertising in a publication that reaches the target audience.

Print the URL on all marketing communication materials

the companies print web address on promotional marketing materials and other things that remain unchanged or have a reduced relativity. Address is printed on press releases, brochures, ads, letterhead, envelopes and cards or small items like pens, or mice. It's all about creativity and experience of the designer or graphic artist who performs the process.

Marketing brochures and flyers

You can find below some comments on the design of leaflets, especially those designed for direct mail. But these comments apply equally well the usual leaflets.

"Appearance is everything" says the old adage, and it really is true - except when it comes to your brochures, and this is vitally important. We are bombarded every day by an amount increasingly larger with printed materials. This visual competition imposes to your brochure to separate itself from the rest of the pack. Impact on the potential client must be immediately and strongly. You will not get a second chance to make first impression.

But what are the elements that create a positive first impression? It's simple. The only mystery in terms of developing a good brochure is that so many people think that making a design is a mystery. There's no mystery involved. We are all designers and we make design decisions every day. Choosing a green tie with white ding instead of dots is already a design decision. The same is and how you arrange your bookshelf or how you comb your hair. All we are born with a certain sense of design. But in most of us, this feeling remains latent / undeveloped. But with practice and persistence, you will develop these skills design. And you can create brochures that look good, effective and bring money, if you have a good sense and if you learn to give attention to detail and not afraid to experiment.

There are no clear or simple rules when it comes to good design. What fits very well for a design can be totally wrong for another. However, there are certain elements that are essential in creating brochures with a good design.

These elements can be summarized as the following secrets:

- Look - and only then try to see.
- Keep the design simple
- Attention to bars and boxes
- Do not forget about "nothing"
- Less is more
- Proportions
- Adequacy
- Color
- Paper
- Details

Advice #1: Look - and only then try to see

Always collect brochures that you like and you do not like, for study. Try to see just what you find attractive in design and what seems repugnant to another. As you get used more to analyze and see what you look, the more you will develop a feel for good design.

Advice #2: Extreme simplicity

Keep it simple! Many extraordinary designs for brochures were dropped only because this so simple element was overlooked, ignored and forgotten. Incorporates only what is essential for effective communication of your message. If a particular graphic primarily serves only as an ornament, ask yourself if it helps you to direct and focuse the reader's attention or is just distracting gift.

Advice #3: Bars and boxes

Be more reluctant to use bars and boxes in your design. Do not get me wrong. Boxes, edges and bars also have their purpose, such as directing attention and the separation of the occupied areas - but too much can make the design look like a ... box of bars and boxes - dense, packed, heavy and static.

Advice #4: Do not forget the "nothing"

This is one of the least appreciated elements of graphic design. "Nothing" is the entire hollow space that lies between and around objects graphs, and text lines that define their relationship to one another and to bring the spotlight to their distinctive mark on the page. The amount of "nothing" in a design affects the overall tone and brightness of the load. Nothing ensures best moorings and rest for eye as crossing on "somethings".

Advice #5: Less is more

You have to organize and crystallize your message to be able to create a design effect for brochure. Put as much planning in your booklet on how much you put in any other major project. Carefully defines her goals and create a hierarchy of the different components of your message. The more you are clear about their policy and their importance, the designs will be better / successful. Make sketches

and various elements move in different positions. Do not be afraid to experiment. Spotting an item can radically change your design. And do not forget to be as simple. Be ruthless and cut all unnecessary things that does not help you in communicating your message.

Advice #6: Proportions

After making a hierarchical list that sets and sequences relative importance of particular elements of your message, you're ready to consider how you will treat each component of your message. The most important elements that are found at the beginning of your list will have to receive the greatest attention from the reader, must therefore be larger, bold, "shiny", made in any other way to stand out from your entire post. There is a constant tension between consistency and symmetry versus contrast of the entire selected objects to stand out and give the gift of movement and life design.

Advice #7: Adequacy

Your message is funny, authoritative, classic or friendly? Choose a type of character to express the "air" of your message and that does not intersect with the clarity of communication. Do not use more than two or three such types of characters. Too many distract and mislead the eye. The size of the individual components of the design should be determined by their relative importance in the brochure. The space between lines is as important as the words and lines itself. But beware of too much emphasis.

Advice #8: Color

Color makes the size of your budget to grow. Some of the best brochures are made only in two colors. White and black are often more dramatic than color. There are hundreds of paper colors available. You can use a dark blue ink instead of black or green that

can be applied in different tones / shades to different parts of your brochure, thereby providing a greater variety and richness.
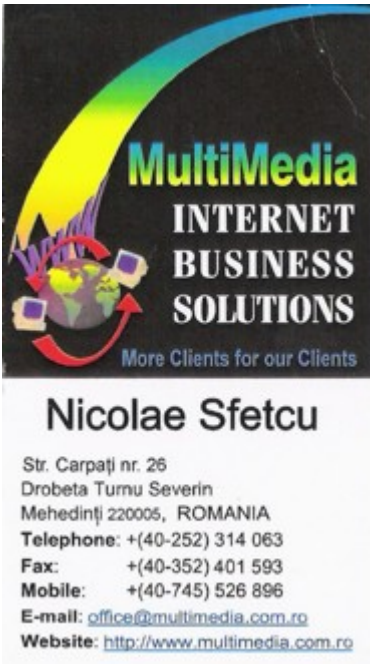
Advice #9: Paper

Paper exists in all sizes, colors, shapes, and textures. Glossy paper will give your brochure more shine and depth. Check also the synthetic and recycled paper. There are many types available, and looks really good. Recycled paper is very good for business and it is good also for nature.

Advice #10: Details

Differences between line thickness, color and space may be the only difference between a mediocre and a great brochure. And do not forget - you can never enough to check your material before sending it to the printer. Best designers happened to a final shape to sneak a mistake. Once your brochure was given to the press, it is too late to correct the mistake.

Image

Using the business card as a marketing tool

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- Always have business cards on you

- Give business cards in public places (libraries, banks, shops, etc.)

- Display business cards in places that allow it (some stores have special places for display, at universities, in libraries, etc..)

- Provide business cards at parties or receptions take part

- When you send a letter to someone add a business card as well

- When paying bills, payment with order, add a business card as well

- Exchange business cards with everyone you meet, including friends

- Subscribe to various clubs, organizations and associations and make sure that all members receive your business card

- Make sure that all family members have business cards that can give when needed

- When you are dealing with a satisfied customer give them more cards and ask him to give to other interested

- Use the business card as advertising in all publications that publish free ads

- Business card has to be interesting and include all relevant information

- Let the business cards to the doctor, dentist, mechanic, hairdresser or barber, fitness, etc.

- Pass the information on the business card to the end of each e-mail that you write.

Increasing sales through catalogs

For a catalog of quality by which to increase sales and profits, you need to follow some basic guidelines:

- general image of the catalog to be consistent with the products sold and the target group which will address
- pictures and drawings to be clear and large enough to be identified the characteristics
- decision on product positioning in the catalog and the space allocated for it is based on the contribution to the total sales of that product
- catalog have included content and/or index
- new products or products with discounts have to be highlighted
- products must be clearly described, to provide accurate information, describe the benefits and demonstrate the possibility of saving.

Besides using quality images of clear messages and good organization of the catalog, there are several ways to increase sales:

1. Include samples of products. There are two advantages. First, tridimensional mails were more likely to be read in comparison with flat envelopes, this especially on a large amount of direct referrals as getting people or organizations in countries where it is widely used method of sale. Second buyers like to play with samples and thus remain longer at their fingertips.
2. List your clients Include a list of companies that have bought from you. Such a list impress clients who think they will not make the wrong decision buying products as long as there are many others who do.
3. Include an order form or a coupon. Completion of this must be easy. Provide enough space to complete the required data. Integrate it into the catalog so you can not miss. If products can not be ordered by mail include a sheet of the buyer. There will be offered information on firm size, number of hours of use of a product, etc). Based on this information, you can identify which products the customer needs and you can tell him how they will cost.
4. Provides information for use by customers and various suggestions for use (eg recipes using some kitchen appliance, etc.)

5. Include a letter to customers from the company leader in this catalog, to explain its organization, to present your company philosophy, to draw attention to new products

Of course, it is not necessary to use all these methods in a catalog. Depending on the image you want to project, you can select those that are consistent with your purpose.

Television versus Internet in advertising

Similarities:

- mass media

- TV and Internet gain audience by the speed of information transmission

- TV and the Internet survive by selling advertising between different varieties of provided information

- TV and the Internet provide the consumers show, besides information, so they have a well-defined entertainment component

- TV and the Internet directly sell products: TV by teleshopping, Internet by virtual stores, both using the postal service for home delivery

- TV and the Internet are electronic based, and use the screen image as a means of communication

- TV and internet are time-consuming.

Differences

- TV does not store information, Internet stores - Internet message reaches more quickly the recipient than the TV message

- Internet target can be more accurate than the TV target

- TV picture quality is inferior to Internet image quality

- TV costs are much higher than the costs of Internet

- amount of information from Internet is greater that the volume of information transmitted from TV per unit time

- TV emphasis on celebrities, the Internet does not

- Internet trade initiatives are more productive than the TV

- unit of advertising is much cheaper on the Internet than on TV

The marketing myths

As everywhere, in Internet marketing there are also myths, in which you do not have to believe.

Reports of Internet commerce are controversial and sometimes confusing. Myths abound. Many business people were disappointed after they invested time, money and high hopes in exaggerated legends of enrichment through Internet. Others have refrained from getting involved in Internet marketing because of some gloomy forecasts.

If you have a business, then you need to take care for sales too. Do not want to miss any opportunity that will bring money. But you do not have money to waste. So it would be a benefit to give up the myths and the facts.

Myth #1: You can advertise for tens of millions people on the Internet

No one is sure how many people are on the internet, because there is no central authority over the Internet. No one's property. It is a massive interconnection of computer networks, communication lines and equipment transfer.

However, the Internet increases by 100 percent per year since 1988, so the figures are changing fast. Even so, it still does not mean that your marketing message will reach tens of millions. Nor should try it. Internet is not a mass market. Do not try to send mass messages to Internet users or by e-mail, mailing lists or newsgroups. People will be very annoyed and they will let you know. You have nothing to gain. You do a much better job addressing your target groups and using the interactive capabilities of the Internet.

Myth #2: If you currently do not act on Internet, you will lose a big chance

There is no evidence that you will lose something if you stay for a while and make researchers, get to know the Internet, participate in online community and develop a strategic plan.

Personally I think the low prices and great possibilities of Internet marketing are now worth your involvement. Being a "beginner", you can get some better public relations or a stronger position. Maybe that will enrich you.

But do not rush to be on Internet for the sake of being there or out of lot.You might find yourself among one of thousands of "posters in the desert". Even if you have to hire a consultant, get in "cyberspace" with a plan and with open eyes.

Myth #3: You cannot advertise on the Internet

The Internet is actually a mosaic composed of many smaller virtual communities, each with its history, culture, standards, rules and values. In such communities, the words "advertising" and

"marketing" have adopted other meanings as in the main business world. For people on the Net the word "advertising" is not approved, but marketing is well accepted.

Some methods of advertising on the Internet will not be tolerated. I said "tolerated" because there is no central authority to allow or not something. However, some Internet community will not tolerate unsolicited advertising messages. They respond strongly if you try. In some discussion groups moderated, the moderator will filter promotional messages.

One of the best approaches to marketing on the Internet is "soft sell". Depending on your business, you can try:

- To participate in discussion groups where occasionally tell them what you do
- To place a 'signature' of contact at the end of mail messages in discussion groups
- To place "generated leads" messages in marketplaces and business directories
- To prepare your sales message via email to those who show interest in your services
- To develop a website that provides needed information about your business and resources.

Myth #4: If you try to advertise on the Internet, you will be burned alive

No, you will not be. Not if you do it well - respecting the Internet culture, participating in the online community. To advertise well and be a resource for others. However, it would be appropriate to say marketing instead of advertising.

Myth #5: You can make lots of money quickly on the Internet

Do not believe ever anyone that say that. In any business, to make money is to make your plan, a strategic marketing and offer a good product, a good customer service, with considerable guile - and hard work.

Myth #6: No one makes any money on the Internet

Many internet entrepreneurs will not talk about their financial statement. In many cases, this is because they are doing quite well and will not encourage competition.

I've seen reports from businessmen complaining that they tried and did not work the Internet. Maybe they believe in one of these myths. There are principles of Internet marketing, but to teach them requires research, participation and time.

Will your company benefit of marketing on the Internet or WWW? No one can guarantee that. It's too early and too fast changing environment to make predictions. Experts believe that the moment a product must meet at least one of the bellow criteria to be a good candidate for direct sales on the Net:

- To be or to have relation with computers
- To appeal to a large segment of Internet users
- To appeal to a large geographical audience
- To be a specific thing, else is hard to find
- To be an acquisition accompanied by information
- To be bought on the Net cheaper than other means.

This is for direct sales. Many companies will also benefit from Internet communications, customer support, sales support and other purposes.

Myth #7: Nobody can find you on the Internet. (Alternative: You can not find anything on the

Internet)

The internet is great. World Wide Web, dominated by commercial companies, is growing rapidly. For a beginner, the Internet can seem huge, scary and maze ...

But the Internet is relatively easy to handle, even for beginners. As long as you have the URL or web address of a site, all you have to do is enter the URL and the software will connect to the site immediately. Once you find a site you like, you can easily add in your software browser memory. This way you can visit it anytime without having to write it down. So you can very quickly to become your own navigator.

Finally,

What do you expect from Internet Marketing? If you have the patience to deepen understanding of your products and services, and you will design and implement a detailed and valid marketing plan, you can relatively easily to achieve any goal you propose. Perhaps this will not bring immediate material gain, but you will easily notice that you have already created a reputation among clients and competitors, and have been known your offers, at a price much lower than the classic approaches.

In short: you have to give valuable information in an attractive framework... change its content as often as possible ... spread them using the many resources offered by the Internet ... and use them in such a way as to facilitate client activity... being sure that you are on your way to **SUCCESS**!

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Facebook: https://www.facebook.com/multimedia.srl/
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